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HOW CAN I GET ANOTHER  
SEASON'S WEAR OUT OF  
LAST YEAR'S CLOTHES?

Hundreds of Honolulu women,  
prompted by the desire to  
economize, have found the  
answer to this question. It is  
sending those old clothes to the

**French  
Laundry**

for washing, for French Dyeing  
Dry Cleaning.

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# SOCIETY

## WOMEN HELP GOVERNMENT PRODUCE OIL

Today the government is crying for more oil and still more oil for war use by our country and our allies, and women are foremost among those who are answering the call.

Though war times have brought womanhood to the front in all angles of business, the financial world has been surprised to find how successfully women have entered and developed big business. Large old-established corporations that have had very little competition before now, find themselves confronted by women rivals that are making themselves prominent.

Among these interesting women's companies, the foremost is, perhaps, the Woman's Federal Oil Co. of America. This unique oil corporation was originated and is being successfully managed exclusively by women. It has now grown so important that financiers are acknowledging its success and are watching it with keen interest.

The history of this woman's oil corporation forms an intensely interesting story of the rare accomplishment of women, absolutely unaided by man.

On November 22, 1915, a corporation was approved by the president of the United States, under the Federal Laws of the District of Columbia. This was the Woman's Federal Oil Company of America. Such socially noted women as Mrs. H. H. Honore, Jr. of Chicago, who is the president; Mrs. Elizabeth Doyle of Shreveport, La., first vice president; Mrs. Henrietta Cosgrove of Joplin, Mo., originator of Mothers' Pension bill, is chairman of the advisory council; and some fifteen other equally well-known women, as executives and directors, began the tremendous task of establishing a dividend-paying oil industry.

With a capital of \$750,000 and their stock fully paid and non-assessable, these courageous women began their work.

They proved the shrewdness and intuition of womanhood in securing leases on over 350,000 acres of rich oil land in Oklahoma, Texas, Kansas and Louisiana. They lost no time in acquiring a complete equipment of drilling machines, pipe lines, power plant and tankage.

The Woman's Federal Oil Company of America had been in existence less than a year when it began paying dividends to its stockholders.

Wise old men who heralded the advent of a woman's oil corporation with laughter, were amazed at the growth of this organization, which now enjoys the profound respect and co-operation of these same men and the entire financial world. In their Cherryvale, Kansas, section alone, fifteen producing oil wells have been drilled. The extent to which this company will produce oil and make fortunes when their rich oil lands in Oklahoma, Texas and Louisiana are drilled, is beyond calculation. At this time, with only fifteen wells in operation, they are paying 12 per cent dividends to stockholders.

Their newest well was brought in as late as October 1. It was the largest well of the entire Cherryvale, Montgomery county field.

It is no wonder that the entire financial world is doffing its hat to the Woman's Federal Oil Company of America, and to the able women who manage it. This woman's enterprise has made good.

Womanhood is making herself felt in big business today. As the war endures, it is safe to predict that women of America will record many new achievements that heretofore have been attributed to man alone.

### MISS RUTH ANDERSON'S STEAM- ER LETTER SHOWER

Miss Pauline Schaefer, who has been feted very much the past weeks, was the motif for one last party before her departure when Miss Ruth Anderson entertained in her honor on Monday afternoon. The affair was a "steamer letter shower," and when Miss Anderson presented the bride-elect with a lovely shower bouquet, out of its wrappings letters tumbled and Miss Schaefer will have the pleasure of keeping in close touch with her friends by their missives read aboard ship.

Some among those present were



Mrs. Washington Everardus Bogardus (nee Elizabeth Carter) whose wedding took place on Saturday, the twentieth of October, in Central Presbyterian church, New York City.

Miss Ruth McChesney, Miss Martha McChesney, Miss Helen Dowsett, Miss Thelma K. Murphy, Miss Marie Ballentyne, Miss Marjorie Capps, Miss Mary von Holt, Miss Helen Jones, Miss Margaret Jones, Miss Dorothy Guild, Miss Sara Lucas, Miss Bernice Halsted, Mrs. Mervin Carson, Mrs. Frank Midkiff, Mrs. William B. Lymer, Mrs. Ralph Clark, Mrs. F. A. Schaefer, Jr., Mrs. Dickson Nott, Mrs. L. E. Hooper, Mrs. Guy Milnor, Mrs. Vivian Dyer, and Mrs. Reynold B. McGrew.

### FACULTY MUSICALE

The following program on November 23 at Charles R. Bishop hall will be a pleasure to many who have come to look forward to the musical treats of the Punahou School of Music:

Piano (Beethoven) . . . . . Sonata Opus 31 Number 3, Allegro—Minuetto—Presto.

Voice (Hayden) . . . . . "My Mother Bids Me Bid My Hair"—"The Spirit's Song"

Piano (Chopin) . . . . . Prelude Opus 28 Number 13, Nocturne Opus 32 Number 1, Waltz Opus 70 Number 1.

Reading (Van Dyke) . . . . . "A Lover of Music," from "The Ruling Passion."

Voice (Chaminade) . . . . . Madrigal Ritornelle.

Piano—Rachmaninoff . . . . . Melodie in E major Gluck-Joseffy . . . . . Arietto di Balletto MacDowell . . . . . Impromptu Moszkowski . . . . . Etincelles

Miss Lillian Parrish.  
Miss Helen Grace Cadwell.  
Miss Jean Porterfield.

### ACCA AND AMELIA PURDY CELE- BRATE BIRTHDAY

Acca and Amelia Purdy, the attractive little twin daughters of Major and Mrs. William Amon Purdy, celebrated their birthday on Thursday by having their little friends in for a party. A long low table was arranged on the lanai and around it sat the favored guests with a wee hostess at either end. Favors were little baskets filled with pink and blue blossoms. Ice cream and cake was served and then the little folk went into the large garden and here games dear to small children were enjoyed.

Acca and Amelia's guests were: Melvia Shingle, Alicia Shingle, Louise Shingle, Gilmore Shingle, B. Shingle, Butch Shingle, Constance von Hamm, Rosalie von Hamm, Frank Boyer, Jr., Barbara Thompson, Alice Thompson, Dorrance Chandler, Martha Chandler, Muriel Campbell, George Campbell, Alice Macfarlane, Sally Macfarlane, Kala Macfarlane, Kr Macfarlane, Gordon Hodgins, Billy Hodgins, Helen T. Hiserman, Helen Judd, Betty Judd, Sophie Janet Judd, Adrian Balch, John Bernard Balch, Eleanor Thompson, Laura Thompson, Carol Gartenberg, Jean Gartenberg, Newton Campbell, Valkyrie Campbell, Edgar Q. Smith, Jr., Elizabeth Smith, Mark P. Robinson, C. A. Robinson, Winifred Guild, Lillian Moore Watson, Virginia Watson, J. Thomas Digs, Jr., Elspeth Petrie, Jean Bodge, Katherine Warren and Marian Warren.

The following mothers enjoyed a cup of tea: Mrs. Frank Thompson, Mrs. Elizabeth Freeth, Mrs. E. Q. Smith, Mrs. John T. Warren, Mrs. Warren, Mrs. Purdy, Mrs. J. T. Digs, Mrs. F. Chandler, Mrs. E. E. Bodge, Mrs. M. P. Robinson, Mrs. Armour, Mrs. J. A. Balch, Mrs. W. Lucas, Mrs. A. N. Campbell, Mrs. E. M. Watson, Mrs. Herbert Petrie, Mrs. W. H. Hiserman, Mrs. John Guild, Mrs. Lawrence Judd and Mrs. William Campbell.

### FOR MISS HAZEL MAXAM

Miss Hazel Maxam, who will leave next week with her mother for an extended trip to Arizona and Texas, was the motif Wednesday evening for a very lovely dance given by Miss Elizabeth Macmenamin at Hotel Davenport. All the reception rooms of the hotel were thrown open, making an immense dancing floor. Palms, ferns and cut flowers in profusion were used in the decorations. Those dancing included Miss Hazel Maxam, Mr. Louis Cain, Mrs. Jessie Russell, Captain Bradley, Miss Rina Munroe, Captain Lynch, Miss Fitzpatrick, Mr. Oscar McCriston, Miss Irene Hughes, Mr.

Will Morgan, Miss Cain, Mr. Shepard, Miss Thoma, Mr. George McCriston, Miss Collins, Mr. Berns, Miss Morgan, Mr. Metzner, Miss Gladys Auerbach, Lieutenant Perry, Miss Gertrude McCriston, Mr. Ralph Cain, Miss Hannah McCriston, Mr. Blake, Miss Eva McCriston, Mr. Will Hughes, Miss Jeanie Munro, Lieutenant Tuohy, Mr. George Oakley, Dr. and Mrs. A. N. Sinclair, Mr. and Mrs. Thomas J. Fitzpatrick, Dr. and Mrs. H. K. Hope, Mrs. Cain, Mrs. Herrick, Miss Jessie Rae and the guests of the Davenport.

### MR. AND MRS. GORDON McPHER- SON HONORED

Mr. and Mrs. Gordon McPherson (nee Lili McDonald) were in Honolulu on Tuesday for the day on their way to Manila, where their home is to be. Thursday Miss Mary von Holt entertained them at luncheon at Lanika. A basket of American Beauty roses made a most attractive centerpiece. Those asked to meet Mr. and Mrs. McPherson were Mr. and Mrs. Harold Castle, Mr. and Mrs. Herbert Dowsett, Miss Rosamond Swanzy, Miss Ruth Anderson, Mr. Harold Billingham, Mr. Robert Stever and Mr. J. P. Morgan. After luncheon the party motored to the Castle place and here a dip in the ocean was enjoyed. The transport sailed at five and took the bride and groom to their new home. Mr. McPherson is a very successful business man of Manila. It will not be a new place to Mrs. McPherson as she lived there with her parents, Colonel and Mrs. J. B. McDonald, so it is almost like going home. A large circle of friends were on the wharf to bid them aloha here.

## The Beauty of Youth

While you have the healthy vigorous Beauty of youth you should constantly preserve and protect it for the years to come. Neglect has caused many women to look far older than they should. A little attention paid to the skin and complexion now by the use of



## Gouraud's Oriental Cream

will be amply repaid by your Youthful Beauty in later years. It not only protects and preserves the complexion for the future but greatly improves your appearance now. Conceals facial blemishes. In use 70 years.

Send 10c. for Trial Size

## Gouraud's Medicated Soap

To keep the skin and complexion in a healthy condition you must use a Soap that will thoroughly clear the skin of dust, dirt and impurities. The ordinary complexion soaps are not adequate. Gouraud's Medicated Soap has been guarding complexions for over seventy years. Use it constantly. It is your protection against infection. Successfully used for skin troubles. Ideal for preparing the skin before using Gouraud's Oriental Cream.

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Our whole second floor is devoted to one of the largest stocks of Oriental goods in the Territory. The markets of China and Japan have been thoroughly combed in our effort to place before you this Xmas the very choicest and most comprehensive stock we have ever shown. Do not neglect to visit us at once.



Chinese Silks, Pongee in all weights, Crepe de Chines in all colors, Silk Wearing Apparel, Mandarin Coats, Kimonos, Capes, Shawls, Scarfs, Embroidery, Silk Fans, Handbags, Table Covers, Doilies, Carved Ivories, Beads, Chinaware, Tea Sets.

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## Young Women

Are Told How to Find  
Relief from Pain.

Nashua, N.H.—"I am nineteen years old and every month for two years I had such pains that I would often faint and have to leave school. I had such pain I did not know what to do with myself and tried so many remedies that were of no use. I read about Lydia E. Pinkham's Vegetable Compound in the newspapers and decided to try it, and that is how I found relief from pain and feel so much better than I used to. When I hear of any girl suffering as I did I tell them how Lydia E. Pinkham's Vegetable Compound helped me."—DELINA MARTIN, 29 Bowers Street, Nashua, N. H.

Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and is, therefore,

THE PERFECTLY SAFE REMEDY

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VEGETABLE COMPOUND**

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